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LAMBDA

Sudbury
Ontario

Laurentian's Student Newspaper

S.G.A. GETS DOWN TO BUSINESS

by Glenn Sirols

The first regular meeting of the S.G.A. Council was held on Tuesday, September 25, in the small dining room across from the Great Hall. Despite the decimation of its ranks that a number of resignations handed in over the summer has caused, Council managed to deal with a variety of issues ranging from the formation of various committees to a possible re-evaluation of the S.G.A.'s relationship with N.U.S. (National Union of Students) and O.F.S. (Ontario Federation of Students).

First on the Council's agenda was an address by Geoff Eden of the C.N.I.B. Thanking council for its cooperation on past fund-raising efforts, Eden issued assurances that the monies raised were being put to good use in helping the blind "to live as relatively a normal life as possible." There was no doubt, however, that Eden was disappointed at the fund raising effort that had been conducted by Laurentian students during the first week of classes. It attracted one of the lowest turn-outs in recent years with only fifteen students collecting approximately \$800.00. Eden

told Council that an additional drive would have to be held on the coming weekend (Saturday, Sept. 29). This revelation prompted one councillor to suggest that perhaps, in the future, fund-raising drives for the C.N.I.B. could be held during Frosh Week when more students would be available for canvassing.

During the meeting, council was informed of the resignation

of both the vice-president Social and the vice-president of Administration. While both were ostensibly due to "academic reasons", it is the resignation of the latter, Mike Hines, that is perhaps the most curious. During the summer, Hines attended a N.U.S. conference in Vancouver as a representative of the S.G.A. No official report has yet been received from Hines as to the results of the conference.

Hines' trip cost the S.G.A. \$800.00. The by-elections to fill the vacant positions on the executive are scheduled to be held on November 7 and 8.

It was also announced to council that the S.G.A. will be searching for students to occupy the positions of recording secretary, head of security, Chief Returning Officer and treasurer-trainee.

The creation of the position

of treasurer-trainee was the result of a suggestion put forth by the present treasurer Jan Roejskjaer. Roejskjaer feels that the responsibilities involved in being treasurer are great enough to warrant the new post. Additionally, having someone "who knows the books" would ensure a smoother transition between one year's council and the next. Regarding the S.G.A.'s financial outlook for this year, Roejskjaer expressed optimism despite an estimated five per cent decline in enrollment. In fact, it was hoped that various ventures being undertaken by the S.G.A. would help offset any decrease in the revenue from student fees. Roejskjaer noted that for the first time ever advertising space was being sold in the Student Directory. The Games Room was also viewed as being a potential money-maker.

Members of Council were told that they could join anyone of a total of six different committees of council. The Pub Management Committee was judged as being perhaps the most important this year as it will have a great deal of input

cont'd on page 10

PUB ENTERS NEW ERA

This Wednesday, the Pub Management Committee, for the first time, met under its new description. The PMC, described as the replacement of the Pub Advisory Committee in the yet unsigned contract, is the final authority on matters dealing with the operation and entertainment provided by the Pub.

SGA President Ron McKay said the PMC was called together to establish Pub policies for the current year, despite the fact that the contract between the Students' General Association and the University has not been finalized. McKay told Lambda that both the

University and the SGA want to free up some dollars to buy new tapes for Pub music and to consider renovations for the Pub before the year gets much older. While the contract on the Pub has not been signed, both parties are close to agreement on most articles in the contract, leaving only the assignment of the Pub's assets, the method of establishing the Pub's rent, and the placement of appropriate commas for consideration.

The Pub Management Committee is probably the greatest single innovation found in the new agreement. Consisting of two administration appointees and three SGA appointees, the

PMC will consider all aspects of the Pub's operation, from the appointment of a Pub manager to deciding upon the type(s) of music to be played on the Pub's sound system. The University's Director of Services will continue to hold the license of the Pub, and will have final authority on all matters dealing with the legal side of liquor licensing and on major financial considerations. The Director of Services, however, must consider any and all positions taken by the SGA on these matters.

Pub patrons concerned with the operation are directed to contact the Pub Management Committee via the SGA office.

Opinion

FAIR PLAY FOR S.G.A. CLUBS & ORGS

by Richard Aslund

Of all the SGA activities, possibly the least recognized but the most appreciated is its funding of Laurentian University clubs and organizations. This funding forms a large part of the total SGA budget and is available to almost any sort of social, academic, or even religious organization of Laurentian students.

In theory, at least, the application procedure is quite simple. To qualify for a grant, a group must first receive formal recognition from the S.G.A. A form is available for a prospective student organization to fill out; it asks the group's stated purpose and objective, its membership, budget, etc. In addition, the SGA requires that either a written constitution be submitted or that another form listing the club's chief officers be completed.

Once they receive their nod of formal recognition, it's up to the group involved to apply for the desired monetary assistance. Here is where the picture becomes a bit blurred.

There seems to be no concrete method used to determine if a group deserves a grant and, if it does, what size the grant should be. To be sure, the required form does ask for such particulars as the group's membership (and, more particularly, its SGA membership), its sources of revenue and its projected expenditures. But the major criteria seem to be the amount of money left in the fund and the attendance record of the organization's representatives to the Finance Committee meetings.

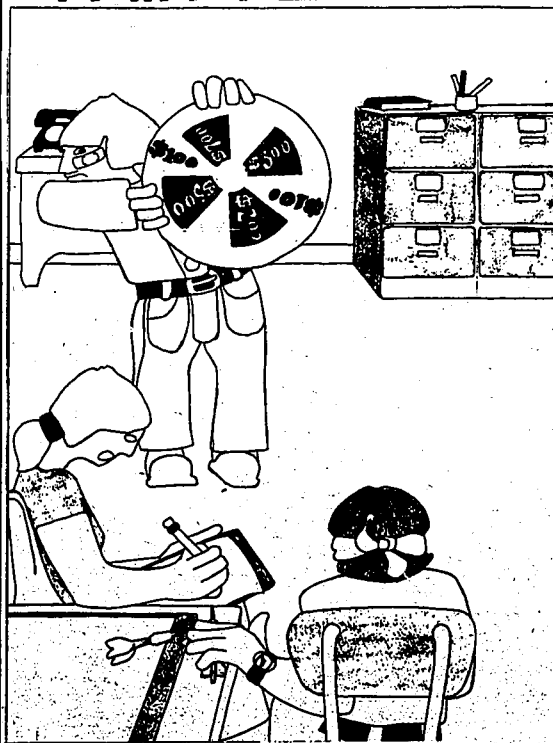
This apparent lack of clear guidelines resulted in last year's uneven distribution of grants. A total of fifteen grants were awarded. As might be expected, groups like the History Society and the Chinese Student Association received their fair share of the pie. Of the total allotment of \$3905.19, however, \$817.60 went to renting a bus to carry Laurentian V fans to see one of their team's playoff games.

Apart from the question of how the fans of a hockey team could possibly have qualified

for a grant designated for Clubs and Organizations, there is the obvious question of the wisdom of lavishing such a large part of the total budget on what was, after all, a relatively small segment of the total University population.

This is not to say that those fans who made the trip are not to be congratulated for their devotion to their team, but rather that, if they were so determined to cheer their heroes on, they should have been expected to pay their own way.

Next year, it seems, the budget is to be reduced to \$3,550.00 to reflect the general drop in enrollment. With less money available, it will be even more important that it be divided equitably. Let's hope then, that more straightforward guidelines for the awarding of grants be established so that the Clubs and Organizations grants be used to their intended purpose; the much needed stimulation of student academic and social activity.



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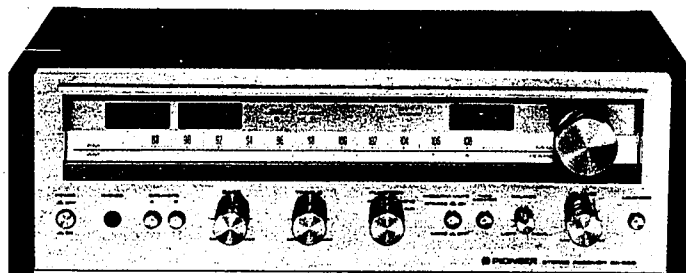
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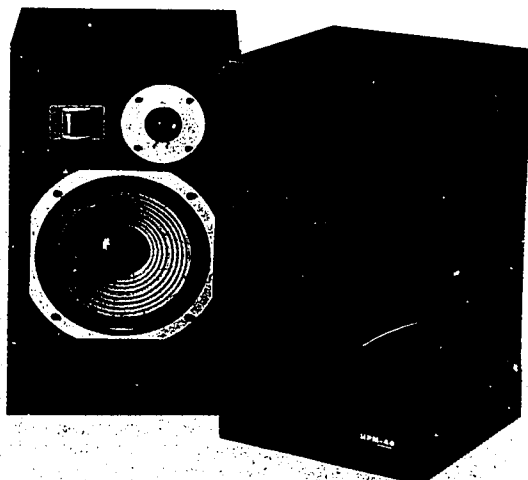
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ENERGY ALTERNATIVES THREATEN OIL'S BARONS

by William Bradley

Big Oil barons and their nuclear power plant cohorts must be running a trifle scared these days. A combination of mounting public opposition and alternate energy breakthroughs threaten their monopoly control over the U.S. energy scene.

A powerful new enemy surfaced recently in Madison Square Gardens - the U.S. Rock 'n' Roll movement. For the first time since the 1971 Bangladesh Benefit Concert (George Harrison, Dylan, the Band, etc.) Rock 'n' Roll heavies pulled together in a united front (Musicians United for Safe Energy) to confront the new

Vietnam - nuclear energy.

Beginning September 19th, No-Nuke/Go Solar enthusiasts saw their favourite rock stars perform for 5 straight days. Graham Nash, Bonnie Raitt, Jackson Browne, Ry Coder, the Doochie Brothers, James Taylor and Bruce Springsteen were part of the lineup. Hassles about the estimated \$1.6 million concert proceeds hopefully will be minimal according to MUSE board member Harvey Wasserman. Harvey, a journalist with Clamshell Alliance (the good people who shut down a nuke at Seabrooke, New Hampshire) says, "grants to anti-nuke, alternate energy groups should

be awarded before Christmas."

Concert spin-offs include a live record and a feature length movie. But Fat Energy Cats at Mobile Oil and Con Edison are facing hundreds of thousands of demonstrators. Alternate energy is now being demonstrated as being commercially competitive to oil, natural gas and nuclear energy.

Wind Energy Economic

U.S. Windpower, a small Massachusetts company has recently negotiated the world's largest sale of alternate energy (excluding hydroelectricity). Within two years they will install 20 windmills in California's Pacheco Pass, southeast

of San Francisco. By 1985, there will be 500 50-kilowatt machines in a 25 square mile site. Another 1,500 will be built nearby. This \$75,000,000 deal with the State of California will deliver 100 megawatts of electricity, about one tenth the amount of a normal \$1 billion nuclear reactor. States Windpower engineer Russel Wolfe:

"We wanted a shot at wind energy on a large scale, putting power directly to the grid, not just researching it."

Windpower staff found the attitude of Californian officials extraordinarily supportive.

"In California, we told them the idea and they were enthusiastic right from the beginning... Jerry Brown [Governor of California] has said he wants the White House to run on solar energy."

Memphis Goes Solar

Memphis Tennessee is now on its way to becoming the first large scale demonstration of commercial solar energy in the U.S. The Memphis 1,000 Solar Demonstration Program was begun in November, 1978. Sponsored by the Tennessee

Valley Authority and Memphis Light, Gas and Water. It offers low-interest, 20-year loans to homeowners in Memphis for the installation of solar hot water systems. Erika Morgan, TVA's Solar Education Coordinator states:

"All of the solar systems will be installed by the South Memphis Development Corporation, a non-profit community development group that trains low-income people from Memphis in solar installation... each purchaser of a solar system will repay the loan [\$2,000] via their monthly electric bills."

So why is a public utility such as TVA into solar? According to their brochure:

"Because solar energy costs less - both for TVA and for you. If you and other Memphis residents use the sun to heat water in your homes, TVA's peak demands [the time of day when most people are using the most electricity] will be lower, since solar energy could replace some of the very expensive energy that is needed to meet those high peaks."

cont'd on page 8



Get that summer job now!!!

Are you going to need a summer job in 1980? If so, you should commence your job search now. As a matter of fact, the earliest of our application deadline dates is October 3, 1979.

There are many reasons why you should commence your job search early. First of all, it is one of the best ways of maximizing your chances of getting a summer job. Each year, many students go through the summer wishing they had been able to obtain employment. Secondly, some of the better employment opportunities have early application deadlines. This quite often includes jobs which are career orientated, that is, employment which is either related to your area of study or which can serve as a stepping stone to future permanent work. Thirdly, a number of positions are filled through recruitment on campus. This can provide you with interview opportunities which may otherwise not exist since you would be required to go out of town. Finally, a good reason for starting early is because you have a better chance of obtaining a more rewarding job, financially and otherwise.

Usually, most of the summer job opportunities occurring between now and January are out of town jobs. This is particularly true of career orientated summer jobs. On the other

hand, local job opportunities usually start coming through our office in February.

Of course, you should remember that your Canada Employment Centre on Campus is only one source of leads for summer jobs. Through friends, relatives and personal observation you can also discover a number of companies which welcome students during the summer. Many firms and government ministries need not

advertise their summer job vacancies because each year they receive enough unsolicited applications.

A little work now can go a long way toward ascertaining a rewarding summer job experience. Don't wait 'til Spring, do it now!

Ken Dionne
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TENURE SUCKS

by James Weaver

At some point in the near future an arcane process peculiar to universities will begin again at Laurentian - the granting of tenure. Tenure means many things to many people but, basically, it has two functions: it (allegedly) guarantees academic freedom and it gives the tenured professor what amounts to a life-time contract with the university.

Tenure, like many of the fixtures in the university community, first rose somewhere between the Dark Ages and the Renaissance. While the universities were largely dominated by the Church, their interests were becoming increasingly secularized. Thus, it was found desirable to protect those instructors whose points of view might conflict with the more "orthodox" views held by the administration. Tenure, then, came to mean that an instructor could not be dismissed from the academic institution for the controversy of his or her views; hence tenure meant academic freedom.

In practice, tenure also came to be the university job security clause. In the name of academic freedom, a tenured professor could only be dismissed for "cause or gross negligence". With an ever-increasing desire to avoid publicity and the immense difficulty of defining and proving "gross negligence", this has come to mean that a tenured professor only leaves the university voluntarily. In the past decade, Laurentian has seen the dismissal of only two tenured faculty, and rumours abound of brown paper bags full of money accompanying those departures.

There are a number of complaints about tenure that have been around almost as long as universities have. The eldest one, of course, is that a professor, once tenured, need only rest on his/her laurels for the remainder of a potentially long career.

The biggest problem, however, is the way that tenure is granted (translated: given away). A professor being considered for tenure is evaluated on teaching ability, community activity, and research (here, what the professor has written is the prime concern; hence the academic saw, "publish or perish"). The traditional view is that a professor can only be evaluated by his peers who, presumably, have the expertise to assess the value of the professor's work. Accordingly, the committee that handles tenure evaluation is dominated by professors from the applicant's own department or faculty.

There are students on the evaluation committee, though how they get there is a very good question. For the most part, they act as mouthpieces for the course evaluations and there has been constant complaint that other students are not made aware which professors are being considered or even that the consideration is taking place. As the tenure situation last year amply proves, **student input to the tenure process has been ineffectual.**

The faculty dominance of the tenure evaluation committees and the inadequacies of the student representation has lead to an apparent "good, ole boy" routine; almost no one who applies for tenure is turned down; and, once the application gets past the academic council level, it boards the constitutional railroad.

Senate, supposedly the senior authority on faculty matters, (and also, incidentally, faculty dominated) has chosen to tie its

cont'd on page 5



Retrospect in Retrospect

by Alex McGregor

Thursday was a glorious day. It was one of those days that God gives us in the Fall to compensate for a long, hard winter ahead. St. Mark's Chapel was, as usual, beautiful. Yet it was more than usually full for our Thursday night services.

We were there to pay tribute to our friend and colleague John Barry, whose funeral had been held earlier in the day. We were also there to hear our eloquent colleague Dr. Mort Paterson, speak in memorial to John.

Mort started off humorously. "When I was asked to speak on the Feast of St. Michael, I didn't know who St. Michael was. In the United Church we

don't know much about Saints. St. Michael was the person who defeated Satan. Last year I was in Coventry. There stands a magnificent statue of St. Michael outside the war shattered Cathedral. The ruins, standing beside the new cathedral, remind us that a war had been fought.

"In war there are victims. Yet it is possible that a war could be going on, with victims falling, and the warriors could be unaware that a war was being fought? Our English word 'polemical' is derived from the Greek word for war. At Laurentian, polemics are being hurled at every committee meeting held at this University. The polemics, claim victims.

"After meetings, we snub our opponents. We vilify them, we slander them to their colleagues and superiors. We plot strategies to humiliate them. This behaviour hurts sensitive people who are wounded, and some become actual victims of our warfare and polemics.

"The Christian community of Laurentian has been lax in not pointing out that this war is going on. We, too, have been engaged in the warfare. We have fought for our colleges, our programmes, our schools, our courses and have been tough and brutal to those who opposed us. Today, we mourn the death of a victim of our warfare. Yet, just as the ruined cathedral of Coventry stands as a reminder to past warfare, let John Barry's life and untimely death stand as a reminder to a war that has been going on, and is going on in the Laurentian community."

When the service was over, I turned to Asst. Registrar John Aimers and said "Does Mort's sermon mean that I have to start being agreeable to you at A.P.P. meetings?" John told me that it did. He is correct. Mort's sermon is a clear and obvious directive to all of us on the Laurentian campus to stop our warfare, and start living up to the highest standards of our Judeo-Christian heritage.

This Thursday Dr. Chris Headon will be preaching at St. Mark's at 5:30 p.m. on "Effectiveness". We have much to be thankful about at Laurentian. Won't you come and say thanks on the eve of Thanksgiving?

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On Persistency
Leung Chi Chou
(1873-1929)



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OFS Undertakes Major Reassessment

by Ron McKay
SGA President

During the past weekend of September 28th and 29th I attended the fall conference of the Ontario Federation of Students/Federation des Etudiants d'Ontario.

The OFS/FEO, in the past, has been dominated by the undergraduate councils of the larger institutions. However, at this conference, the OFS/FEO totally re-evaluated its overall objectives, hoping to be more representative of its constituents.

For example, the Ontario Graduates' Association and the Ontario College Association have been assured of representation through permanent commissions established within the OFS/FEO.

Another major group of students which had previously received minimal attention was the part-time students. At the Ottawa conference, Cynthia Cook, President of Copus and ALPS (Association of Laurentian Part-Time Students) attended as an observer and voiced the valid concerns of the part-time students.

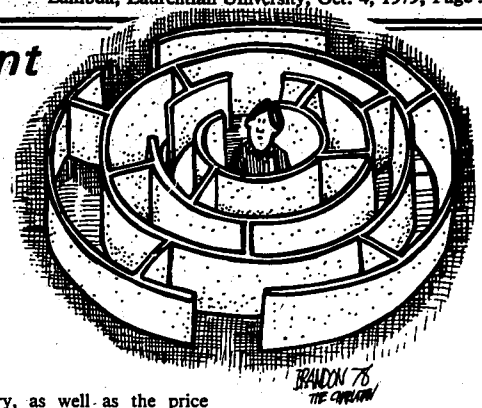
One other major change which the OFS/FEO initiated was the formation of the Ontario Francophone Caucus. This caucus is comprised of the francophone delegations from Glendon, Ottawa-University and Carleton University. The Francophone organization from Algonquin College is soon to join this caucus and OFS/FEO.

All OFS/FEO material will be published in both official

languages. During the Sunday final plenary, simultaneous translation and interpretation was provided for all delegates at Ottawa University.

Due to the OFS/FEO recognition of francophone needs, one question addressed at the conference was whether or not the Laurentian AEF would join the OFS/FEO. I was unable to answer this inquiry, but pointed out that the current price differential between the SGA and AEF is caused by our (SGA) membership in the OFS/FEO and NUS/UNE.

The most drastic change which affects all SGA members was an OFS/FEO fee increase of \$1.50. Before voting on the matter, the Laurentian situation of two full time organizations was explained to the OFS



plenary, as well as the price differential.

The OFS Budget also contained provisions for an information bank, permanent office space, more field workers and researchers, a business administration, and a surplus of funds of 5-10 per cent.

Last year the OFS/FEO was forced into deficit budget at \$14,000. If OFS/FEO is to continue to exist they need this price increase of \$1.50.

In recognition of the above statement, I voiced my arguments against the fee increase stating that:

- 1) Due to the SGA-AEF difference of fees and loss of SGA membership due to cost, any increase would be difficult to accept.
- 2) That Laurentian (SGA) is one of the smaller member institutes in OFS, and that our current external affairs budget takes up a larger percentage of our entire budget than would occur with

the larger institutions.

Because the OFS needs this increase, and has undersold itself in the past, I endorsed the fee increase stating that the SGA's membership would have to decide whether or not to maintain their membership in the OFS through a referendum. The time period allotted for the referendum is two years - therefore the SGA has until September 31, 1981 to hold a referendum to raise the SGA fees.

I believe that we should maintain our membership in the OFS. The question - to be answered either this year or next is "How many times can the students be asked to pay more fees?"

The SGA will be required, this year, to listen to its membership's voice and analyze its membership in the OFS and NUS, and then offer leadership during the referendum.

cont'd from page 4

hands over tenure evaluations. Senate deals with all tenure applications in one bunch; all are either granted or turned down. Since a professor refused tenure is automatically dismissed from the institution, Senate has never taken the latter course. So, Senate rubber stamps the applications and forwards them to the Board of Governors who, in turn, affix their seal of approval (how do they know when not to and, given a Labour Relations Board ruling this past summer, could they stop tenure even if they wanted to?).

Admittedly, job security and academic freedom are, in themselves, good things but, with the onslaught of the twentieth century, tenure has become an extremely inadequate means of rationalizing either.

For one thing, the university administration has a financial concern over tenured people; what happens when you don't have the bucks to pay these life-long instructors? Thus, the term "redundancy" was born. Theoretically, a course that teaches the same subject matter as another course is redundant, and can be dropped from the university calendar. Along with the course(s) is dropped the instructor, a sneaky way of getting around tenure. So, when financial pressures get high, German grammar gets considered the same thing as German literature; both professor and course join the ranks of the gainfully unemployed.

This loophole (the size of Ramsey Lake) was probably one of the main reasons that Laurentian's professors chose to unionize the Laurentian Faculty Association last year. With negotiations between LUFA and the administration currently underway, you can bet that job security is going to be a hot item. Hopefully, it will make sense out of how and why a person gets to deserve a long-term commitment and, with any luck at all, might contain provisions for re-evaluations of the "tenured" individual (say, every five years). That's job security.

Job security, however, isn't tenure; it doesn't really respond to the concern for academic freedom. Most potential professors specialize in their fields of endeavour at the post-graduate level. It is at this relatively early stage that most will develop the theories they will work on for the rest of their academic lives. Why, then, is this most fertile period not granted the protection given to the elders who are, in all likelihood, more set in their ways. Ironically, the tenured professors making up the evaluation committees could be

considered the "establishment" who may feel threatened by the unorthodoxy of an applicant's views. ("My God, the little bugger just made my latest textbook obsolete.")

So, let's call a spade a spade; it's either job security or it's academic freedom. The term "tenure" has become so screwed up that there's little good (and lotsa bad) in giving it. If any further proof were needed, talk to your favourite faculty member; most privately admit that there is enough tenured dead wood teaching at Laurentian to start a furniture factory.

CNIB SETS 24 HOUR INFO LINE

by Geoff Eden
District Administrator
CNIB

Commencing September 23, 1979, the Canadian National Institute for the Blind office, Cambrian Hall, Sudbury, will be providing 'round the clock information line. Mr. Geoff Eden, District Administrator, said today, it has become increasingly apparent that persons wishing to contact the CNIB by telephone are discouraged in doing so by long distance charges. We would like to conduct a six month experiment, making our office equally available to all blind people in Central Northern Ontario. I am certain many of those we serve are hesitant to call as they live on limited fixed incomes and telephone bills might prove an impossible burden to bear. All of our staff hope to urge you, the public, to make full use of this line to ask us questions or

request our services. The telephone number is 1-800-461-1100. During the day, it will be answered in person and through the evening, you will be greeted by a telephone answering machine which will give blind people up-to-date meeting schedules, etc. The message concludes with a tone requesting the person asking for information to leave their phone number.

Mr. Eden said, "I feel as many do that an answering machine is a cold device but at least it will allow the staff to review the messages in the morning and attend to requests as quickly as possible; furthermore, meeting times and places can be found with a phone call."

The Sudbury office is pioneering this type of services in the Province of Ontario. However, in Canada, five other provincial divisions of the

CNIB have already installed a similar telephone programme. The evidence indicates strongly that requests from smaller communities, far from major centres, increases substantially and the result is that staff and volunteers develop more efficient techniques of meeting the needs of these clients. If this experiment works, other offices of the CNIB in Ontario may follow this example and establish cost free telephone communication. One must bear in

mind that many people with poor vision cannot communicate in print or Braille and must, therefore, rely upon Bell Telephone's marvellous black instrument. Most blind people dial the telephone by counting the holes in the dial or by memorizing the position of push buttons.

"Your CNIB staff look forward to hearing a great deal more from all of those folks we have met and all those we would like to meet."

sudbury theatre centre



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SUBSCRIPTION PRICE \$22.50

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Teacher's College
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WOMEN ON DRUGS ...

by Isabel Gordon
Canadian University Press

Have you ever tried to sit down and make a list of all the prescription drugs you have taken in your life?

For most of us, especially if we are women, this is an almost impossible task. Drugs are so much a part of our lives, so little remarked upon, that most of us could not even say for certain how many of what kinds we have taken in the past five years, much less in our whole lives.

Tranquillizers, birth control pills, antibiotics, cortisone creams, pain-killers and yeast-killers...most women have taken some form of each of these drugs at least once. And any woman who has been through menopause is likely to have been given estrogen replacement therapy as well.

Where do all these drugs come from? Well, of course, we get them from the doctor, but where does he get them? How does he or she find out about them, and on what is the decision to prescribe a particular drug based?

Most of us assume that when doctors write prescriptions they are drawing on their vast medical knowledge to choose the right drug for our problem,

but this just isn't so. Doctors are trained in diagnosis, not pharmacology.

Most have had only one short course in pharmacology in med school, maybe years ago. But the prescription or "ethical" drug field is one in which new products appear and disappear with lightning speed - over 500 new drugs introduced each year, with an average market life of five years.

Where do doctors get their up-to-date information on these drugs?

The answer should be: from an independent government or private agency which evaluates new drug products for their safety, efficacy and states whether the drug represents a significant therapeutic advance over what is already on the market.

It should be, because if ever there were a product that should be sold strictly on its intrinsic merits, surely it is the prescription drug. But, unfortunately, that is not the answer at all.

Instead, doctors get their information about drugs from the drug companies themselves, who use every trick known to the advertising trade and spare absolutely no expense to make sure that when a doctor takes pen in hand to write a prescri-

tion, he or she is writing exactly what the drug companies want them to write.

The amount of money spent by the drug companies for this purpose is truly amazing. Estimates range from three to ten thousand dollars per doctor per year. And it certainly pays off. Drug companies make among the highest profits of any industry - an estimated 21 per cent.

This compares very favorably with companies such as supermarkets and department stores, whose profits are in the one to five per cent range. Drug company stocks are among the bluest of blue chip, and can almost always be counted to hold their own, even when other stocks are falling.

Drug companies like to promote a corporate image of benevolence, stating that they plow huge amounts into research and that they are on the forefront of the frontier for human betterment, but a look at the balance sheet produces a somewhat different image.

What kind of advertising is it that produces such enormous profits? In a way, it's just ordinary advertising. It shows the same ridiculously stupid, helpless women that we see on TV suffering agonies of shame



over "ring around the collar", only this time they are in the doctor's office, waiting patiently for pills.

The seductive high fashion models are also here, staring off into space, only this time instead of a bottle of perfume or a tube of lipstick, we find a package of birth control pills at the bottom of the page.

Soft core pornography on the Playboy level is evident, too. Naked women's bodies, usually artfully drawn rather than photographed, grace advertisements for potent skin creams. One such ad coyly invites the doctor to send away for a quality print of the drawing of the naked lady, which the drug company will happily supply free of charge, along, no doubt, with free samples of the product being advertised.

The drug companies are also capable of a certain amount of Freudian subtlety. What is one to make of a picture of an egg with a bolt shoved through it which appears next to the name of a leading pain killer?

All of these advertisements and many more like them appeared in Canadian medical journals published in 1976, 77 and 78.

These journals, in which the latest scientific and clinical findings are presented to the medical industry, are absolutely full of advertising. Well over 50 per cent of most journals is taken up with full page advertisements.

The journals defend this commercial overkill saying they need the revenue from the ads to enable them to publish.

Without this money, they say, they would go out of business and then the medical profession would be deprived of much needed information.

It is truly a miracle, then, that libraries are full of scholarly journals which somehow, with many fewer subscribers than large medical journals, manage to publish issue after issue with no advertising revenue at all.

The ads in the journals are of two types: those using case histories, reports of studies, graphs and charts to make their points and those depicting people. Photographs and drawings of women's faces and bodies appear in the ads depicting people twice as often as pictures of men.

And the men who are shown are not waiting passively to be medicated, they are doing things - leaping hurdles, conducting symphonies, or usually, being doctors writing prescriptions for women patients. The existence of women doctors is virtually ignored; women do not appear in the role of doctor in prescription drug advertising.

The most notorious use of women in drug company advertising was a series of ads for Valium, published by Hoffman-LaRoche, Valium's manufacturers, in the 1960's. These ads depicted women who were anxious because of such medical syndromes as "trying to combine motherhood with a career". They even went so far as to suggest that any woman who was unhappy with her lot in life might well benefit and become better adjusted by taking this drug.

Tired of Being a Feminist?



Is the same old rousing rhetoric no longer quite so rousing? Are the joys of raising your consciousness (and that of others) beginning to pale, beside the hard, cold fact of an empty fridge? Feeling the urge to read a Harlequin Romance, or maybe tune in 'Another World' - if only to see how Rachel and Mack are doing?

Let's face it. Some days, a gal just isn't her own person - and that's when you start to wonder "was it all worth it?" Sisterhood is powerful: so are the blahs. When you've managed to persuade every man you know to subscribe to Ms. and they still open doors and still constantly propose marriage to you - what more can one woman do? Why not lay back and accept the simple realities of the world, and of the society we live in?

At the Society for the Promotion of Chauvinistic Attitudes we believe in helping troubled women regain their rightful place in life. Our charming, courteous and all-male counselling staff will first test your aptitude for a useful career in public school teaching, nursing, housewifery or dozens of other productive, traditional and female careers. Then you'll be told where you fit in; guided to your proper station and put there by dynamic, clever (and handsome, girls - handsome!) young men who will be only too glad to show you 'where it's at' in this man's world.

Think about it. For thousands of years women have been happy, where they belong. Why not you?

"Isn't it about time
you found your place?"



This advertisement sponsored by
the Society for the Promotion
of Chauvinistic Attitudes
as a Public Service.

... AND ON TELEVISION

by Ron Cullag of the Georgian

Pity, if you will, the poor television commercial housewife. She is so stereotyped into coping with such absurdities as Mr. Cholesterol popping in and out of thin air, smacking his lips, straightening his bow tie and then waiting for someone to drop dead of fat consumption, that it is getting increasingly difficult to think of real women as real people. T.V. commercials not only portray women as obliging fools but worse, that medium is getting away with it.

Stereotypes are T.V. Land's stock-in-trade. Women are either portrayed as sex goddesses or dreary housewives. It is the housewives part that is most beguiling. Just how is a supposedly rational human being supposed to put up with Big Wally walking through the den wall, the Man from Glad, some little nerd in a row boat floating around in the toilet, the helping hand who so kindly offers to aid Mrs. Housewife in making dinner, or the Spotmaker, who cackles hideously while spotting and streaking the dishes, but abruptly shrinks at the sight of Calgonite?

Advertising agencies better watch out for this kind of stereotyping; it is detrimental not only to the men and women groping toward new roles in our society, but to children, who, according to Ellen Roseman, author of *Consumer Beware*, learn more from the 5,000 or so annual messages they see in 10 hours a week of T.V. than they do from all their school text books.

Today's woman drives cars, she buys them, she rents them, even repairs and races them, but in T.V. commercials she is most often seen in one position — draping them. It's the same story with travel advertising. Women now travel alone on business or together in holiday groups, but the women in travel commercials are usually standing behind a car rental counter yelling "Go!" to that shmuck in such a hurry, or pushing a drink cart down an airplane aisle.

Over 40 per cent of North American women have jobs but one would never know it from watching T.V. Three out of four times, women are shown in the home, usually in the kitchen or bathroom, desperately trying to avoid dagger-like stares from hubby because some bell-hop of a toll gate attendant freely told him he suffers from ring around the collar. The commercial housewife then needs to be consoled by Mrs. Olson, who seems to be everywhere, because her hulk of a husband just told her that her coffee tastes like dung. Speaking of coffee, what of that poor woman who, white from fear, sweats bricks and can't look her husband in the eye because she was so bold as to switch coffees on him behind his back? ("But dear, it's decaffeinated, not de-coffee. What are you doing with that

meat cleaver?")

And wouldn't you just love to strangle that moron who wakes Barbara up in the middle of the night because he can't get his own damned Screts? Consider also the Geritol husband who admonishes, "My wife. I think I'll keep her". As if she were a shirt that didn't fit properly. Then there's the retired stewardess who drinks NuForm because that's the way her husband likes her: 99 per cent fat free. What is she supposed to be? A rump roast from Dominion?

In 1972, the National Organization for Women (NOW) presented to the Federal Communications Commission (FCC) the results of an extensive study of 1,241 T.V. commercials shown on New York City's WABC-TV. In 38 per cent of ads, women were found to be depicted as demeaned housewives, in 40 per cent as dependent on men, in 24 per cent as submissive, in 17 per cent as sex objects and in 17 per cent as unintelligent. In only 0.3 per cent were women depicted as autonomous people, leading independent lives of their own. In contrast, the group found that men were depicted as independent, authoritative in-

dividuals always engaged in some glamorous activity while the women tend the children and do the housework. A similar study in Canada revealed that a whopping 90 per cent of all voice-overs on T.V. commercials are male.

T.V. women are portrayed as being pathologically sterile. They welcome new neighbors with the gem that Welcome Wagon couldn't improve upon: "Hi there. I brought the mop. I brought the sponge. And I brought the Pump. THE PUMP?!!!!" It's enough to make anyone move right out again. The feeble housewife is badgered and harried by weirdos in seedy laundromats who offer her \$50 for her dirty clothes. And how many women do you know who can go on endlessly expounding on the virtues of their deodorant?

The Cling-Free fabric softener commercial shows not one, not two, but three generations of women (grandmother, mother and daughter) voraciously concerned about static cling in Daddy's shorts. The T.V. husband plays a mean, macho game of rugby, while his wife watches from the sidelines wondering if Sunlight will get his shirt clean. Mrs. Housewife

claims that Mr. Muscle is a good man to wake up to. That's not only bad grammar, it's downright kinky. And when asked when the last time was that she changed the baking soda in her fridge, the button-brained housewife replies, "Duh, was I s'pposta change it?"

Clearly, the woman's role in advertising must change to coincide with the varied roles women are assuming these days. Television especially offers a great paradox. Where else can we watch women doctors, lawyers, cops and athletes on a program one minute, and the next see some half-wit housewife misguss about what her husband prefers, stuffing or potatoes.

Despite all the inaccuracies, the injustices and the downright meanness of some commercials, others show women as strong, steadfast and unyielding; she won't swap her Tide for twice as much of the other leading brand and she won't give up her coffee, even when accosted by, no less than Ricardo Montalban, resplendent in white fedora and paisley ascot.

Well, have you really come a long way, baby?

Erika Burck
LAMBDA 79

How successful this ad campaign was can only be guessed at, but Valium is by far the most profitable drug ever manufactured and an informal survey of friends and acquaintances indicates that the woman who has never had it prescribed is probably the exception.

These ads have vanished from the pages of the medical journals, although Valium is still being heavily advertised, in a very dignified fashion, for use for such conditions as muscle spasm.

But nothing has really changed. Other drugs, notably estrogen for menopausal replacement therapy, are still being advertised as drugs that ALL women could benefit from. Women's faces and bodies are still being used to sell drugs and women are paying for this.

We pay for the actual cost of the elaborate advertising campaigns whenever we buy a prescription because this is one of the costs which the drug companies pass on to the consumer when they set the price of their drugs.

But the true cost is far higher, because these ads help to firmly establish women in a sex object role in the minds of the doctors who treat them. As long as we cannot shake this passive, dependent, helpless and objectified status in the minds of doctors, we will never be able to get the intelligent medical care and control over our own bodies that we must have to ensure our health and freedom as women.



Gasahol gets gears from oil companies

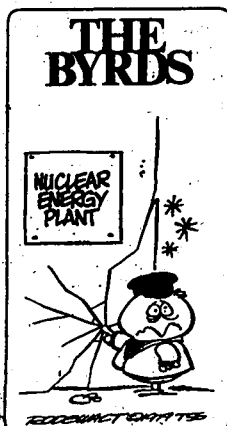
cont'd from page 3

Mobile Oil Fights Gasahol

Scared by the booming use of alcohol as a replacement for gasoline in autos, Mobile Oil notified its retailers that gasahol (90 per cent gasoline and 10 per cent pure alcohol) will not be allowed at its Midwest pumps. Meanwhile, 825 independent gas stations were reportedly selling the new mix in 28 U.S. states. *New Roots* journalist Preston Gralla says:

"Existing alcohol production facilities and new plants are encouraged by a four per cent federal excise tax exemption, plus an upcoming 20 per cent investment tax credit for alternate fuel production."

These incentives seem to be working in Iowa. Gasahol sale



increased from 600,000 gallons in November 1978 to 5.6 million gallons in March, 1979. While existing production facilities were running full steam, the American Petroleum Institute claimed that the fuel was "inefficient". Indiana Senator Bayh is ramming a bill through this fall to try to cope with a backlog of 6,000 permit requests for farm and home stills.

But the real crunch may

come from Wall Street. Amory Lovins, alternate energy whiz kid, has been talking to investors with money tied up in utilities. He suggests:

"If they didn't want to lose their shirts in power plant construction, they should get into a different business, one with short lead time and fast payback like financing conservation and renewables."

An air of confidence per-

vades the alternate energy movement. It has been a long, hard battle, and there is a long haul ahead of us all before this continent truly moves across the watershed to a more sustainable future.

How'd that get there?

SEATTLE [ZNS] - The credibility of nuclear power plant operators suffered another blow when it was discovered that a complete cement vibrating machine and its attached rubber hose were accidentally cemented inside the wall of the contain-

ment vessel of a new nuclear power plant near here.

The incident reportedly occurred last December but is only coming to public attention now because three workers talked to the press and public.

The builders of the plant

admit the incident is an indication of a serious breakdown in quality control standards at the site.

According to the workers, a plant supervisor at the Satsop nuclear plant ordered the construction crew to bury the vibrating machine in the wall after it became stuck, and warned the workers to keep their mouths shut about the incident.

The owner of the Satsop plant, the Washington state public power system, says it is studying the "integrity" of the containment wall to determine if it's necessary to chip into the structure to remove the buried machine. The vibrator and its hose are said to be about 16 feet in length.

Dayglo Goodies

TUCSON [ZNS] - When students in the Tucson unified school district in Arizona got hot apple turnovers in their cafeterias they didn't realize how hot they were.

That's because no one knew the district's foodstuffs in their central kitchen had been contaminated by tritium radiation at an area landfill.

The school district was or-

dered recently to bury immediately about \$316,000 worth of food stored in the kitchen. The kitchen has been closed since June, when it was discovered that radioactive tritium, which was being emitted from the nearby American Atomics Corporation plant, had contaminated the food. The plant is still emitting tritium and is being closed down.

"In any language, the film is laugh-out-loud funny."

Recommended as
ADULT ENTERTAINMENT

-Newsweek



"Wonderfully zany!"

-New York Daily News

"A sparkling comedy!"

-San Francisco Chronicle

"A zany comedy of brilliant wit."

-Boston Globe

"Hilariously funny and superbly performed down to the tiniest details."

-Cosmopolitan

LA CAGE AUX FOLLES
(Birds of a Feather)

MARCELLO DANON presents
UGO TOGNAZZI MICHEL SERRAULT
"LA CAGE AUX FOLLES"
(English Subtitles)
Based upon the play by JEAN POIRET. A film by EDOUARD MOLINARO
Screenplay and adaptation by FRANCIS VEBER, EDOUARD MOLINARO,
MARCELLO DANON and JEAN POIRET with CLAIRE MAURIER
REMI LAURENT BENNY LUKE CARMEN SCARIPITTA LUISA MANERI
and with the participation of MICHEL GALABRU
Music by ENNIO MORRICONE. A French-Italian co-production
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THEATRE

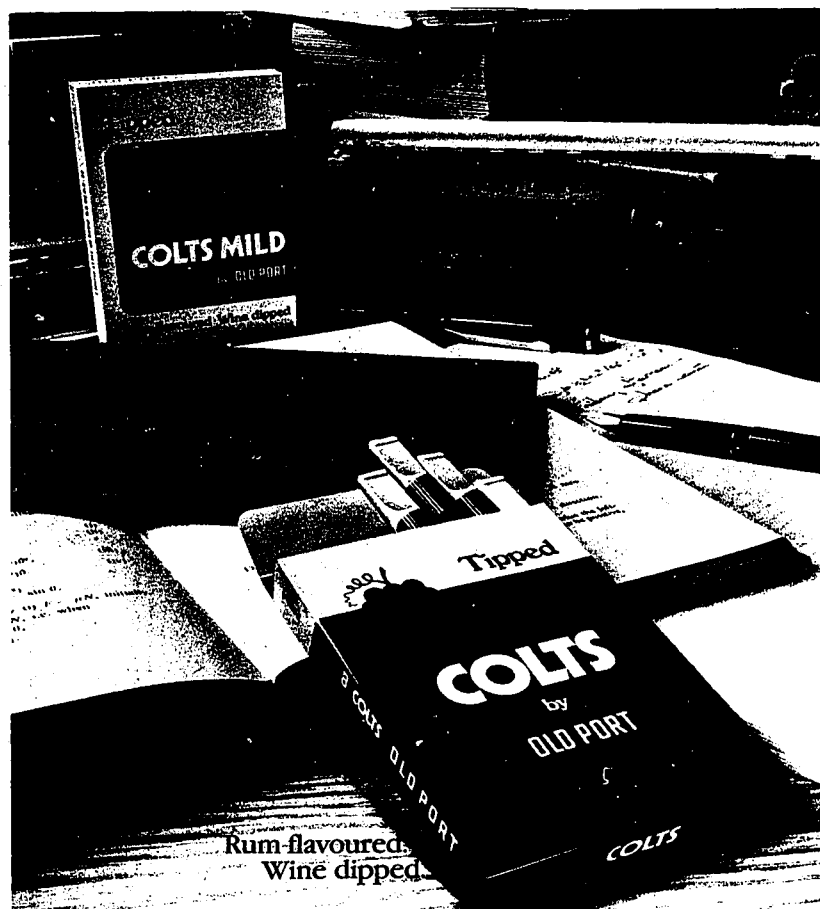
"This may turn out to be the warmest comedy of the year."

-Time Magazine

Starts Friday

Showtimes: 1:30, 3:25, 5:20, 7:15, 9:15

city centre cinema 3
673 4101



Crack a pack of Colts along with the books.

Tennis tourney trembles PETERSEN POUNDS 'EM

by Stu Cousins

If this year's intramural tennis tournament proved anything, it was that there are many fine players at Laurentian University, the best of whom is Jörn Petersen. The tall, blonde-haired, physical education student from Denmark powered his way past some tough opponents on the way to what he jokingly referred to as the

"grand slam". Not only did he win the singles title for the second year in a row, but he also captured the doubles and mixed doubles with a little help from Tim Heale and Lise Essiembre respectively.

Only once was Petersen's supremacy in doubt and that was in the singles final against Ian Davies. Petersen had made it to the final on the strength of

victories over Mike Alderdice, Carl Tripp, Ed Balka, and last year's finalist Cam Campbell in a surprisingly easy match. Meanwhile Davies reached the final by beating Joe Gillis, number 2 seed Keith Phillips, Chris Collings, Nick Vankraay and Claude Deloume.

The Davies vs. Deloume semi-final was a gruelling match as both players slugged it out

from the baseline. After he had prevailed by a 6-3, 3-6, 6-4 score, the tired Davies faced the rested Petersen for the championship. Jörn came out on top by a close 6-2, 4-6, 6-3 score and it was one down, two to go.

Petersen won his second championship when he teamed with Lise Essiembre to defeat Keith Phillips and Shelly Langlois in the mixed doubles final by a score of 6-0, 6-4. Despite being drilled in the back by his partner's serve, Jörn sparked the team with spectacular serving and volleying. Afterwards,

Essiembre gave him all the credit for the victory, but she played well herself.

On the losing side, a disappointed Phillips remarked "wait until next year."

Championship number three for Petersen came in men's doubles as he teamed with Tim Heale. The semi-finals were close, especially the match between the team of James Koronovich and Ulf Kleppe and the team of Steve Bailey and Dennis Mielty. Kleppe and Koronovich had upset defending champs Cam Campbell and Toby Rasmussen in an earlier round, but their luck ran out as Bailey and Mielty struggled to gain a narrow 6-4, 1-6, 7-5 victory.

In the other semi-final the Petersen-Heale team hammered out a tough 6-3, 6-2 win over Mike Alderdice and Brent Ross. In the final, Petersen and Heale breezed past Bailey and Mielty by a 6-2, 6-1 score.

While the men's singles and doubles were competitive, the women's events were not. In singles only three players showed up out of seven entries. The defending champ, Lise Essi-

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CRAWLIN' THE COURSE

by Stu Cousins

The big question surrounding last Friday's intramural golf tournament was not who would win but who would show up (there was Oktoberfest the night before). To the relief of tournament convenor Paul Lane, approximately forty people were able to crawl through nine holes, only some of whom can be called golfers. One Morris Dubous was even able to par the brutal Countryside course, thereby capturing the trophy for low gross (with an incredible score of 35). Gary Maunu finished with the second low gross and took home two pairs of gold socks for his efforts. Third low gross went to Gary Milani and he was presented with a golf cap. Hard luck Bruce Weaver finished fourth and took home nothing.

First, second and third low net went to Dave Jones, Mike Rapson and Eric Edwardson respectively. The tournament

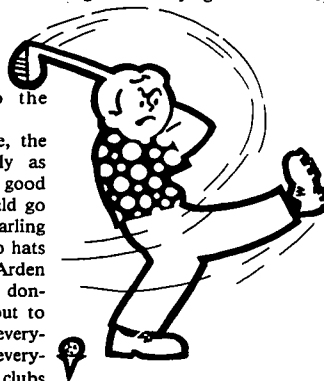
was a mixed event and Nicole Gaudet captured the low gross for women. Jane Moran combined with Kevin Jack, Bruce Holtby and Steve Wykure to win the team competition.

After the prizes had been awarded to the winners, the boobie prizes were presented. Ed Carter received a gym bag for being the most honest golfer, Brian Fowler got a hat for shooting the most bogeys and Dale Heinrich received a hat for recording the highest score on the seventh hole. One golfer jokingly complained about "the prizes handed out to non-winners."

While there were jokes about the prizes, there were complaints about the course. Even though the lightning-quick greens were in good shape, the rest of the course was not. The fairways were terrible and the ground was rock hard — so hard in fact that some players had to

pound their tees into the ground.

In spite of the course, the tournament ran smoothly as everyone was out for a good time. Special thanks should go to Gord Crawford of Carling O'Keefe who donated two hats and special thanks to Arden Blakely of Molson's who donated six hats and came out to the golf course to buy everybody a beer. Meanwhile, everyone can put away their clubs for another year.



Get into the swing, Girls!

by John "Chico" Bogdanis

Well, girls, its that time again to illustrate your softball ability. It may be a little cool outside, but tournament fever has struck Laurentian. The girls softball tournament is scheduled for the 14th of October so, if you have any plans, cancel them and partake in the tournament fever. Begin to organize your teams as sign-up will begin on October 3rd with the deadline being on October 10th. All entries are to be submitted to the Phys. Ed. office along with a \$5.00 entry fee which will be used to purchase a trophy for the future winner. The tournament will be held on campus once again, so just crawl out of bed and crawl on over. So start

collecting those TEN' swingers and hit it off nicely on the 14th of October.

There will be a little different twist to the tournament as it will be a SLOW pitch tournament. The ball must be delivered slowly and must be 4-12 feet in vertical height as it is released from the pitcher's hand. Also, another variation is that there will be TEN players on the field at one time, instead of the usual nine players that normally constitute a regular softball team.

Maximum participation is encouraged, so come on out and stir up those aging rivalries. Oh yes, don't forget to enjoy yourself as it will inevitably be a good time for all.

Touch Football on the horizon

by Mike Bowdway
Rick Strutt

Men's touch football is under way once again, with the season's opening kickoff Tuesday, October 2.

This year's schedule has 19 teams in action, consisting of two leagues, each containing two divisions.

With expansion from 16 to 19 teams, there will be three

divisions of five teams and one division of four teams. Each team will play one game against the other teams in its own division.

Divisions, rules and schedules will be posted in all residences and the Phys. Ed. Centre. Please check the rules and dates of your games. Your co-operation would be appreciated. See you on the field.

SIXTWELVEIGHTEENTWENTYFOUR HUT!



UNICORNIA

by Dale van Zant

The smoke has cleared on yet another field of battle as the past week's activities rendered a great number of casualties.

Things began to roll on Thursday night as many of our troops ventured to the A.C.T. Bierfest at the Sudbury Arena. The off-campus trek was well utilized, especially by the vets.

The Greater Gat Open was played Friday in Lively with Mike Whelan receiving the wreath of victory in a very liquidous manner.

Croquet is quickly gaining popularity at Res. with goon tactics in abundance. There are openings available for those wishing to become gin stewards.

Judging by recent activity, it appears that Sok is about to make wet T-shirt contests passe.

The lads on eight, not satisfied with gin and soya, have concocted a new line of drinks including beer and mud, rum

and sardine oil and vodka with sheep's blood.

Friday witnessed a well-rounded floor party as attended by four, five, ten and eleven. The results were obvious as judged by the walking wounded. On Saturday it was the turn of two, three, six, seven, eight and nine to opt for a toga party that rates amongst the all time, greats. The festivities provided a great deal of exposure, especially on the part of Hammer.

Although U.C. is non-denominational, it has unofficially aligned itself with the Church



of the Eternal Happy Hour.

The tuck-in services of six et sept and the massages of TAGCO were well received and the coffers of the concerned parties have grown - not to mention the stories.

Associate memberships are still available and, with the French River Trek on the horizon, it is best to obtain one quickly.

P.S. - Jumper has just completed his book entitled **Tact and Diplomacy at 2:00 a.m.**

cont'd from page 1

into shaping the general "atmosphere" (i.e. music, decor) in the pub. In order to avoid the furor over electoral procedures that erupted last year (when the Chief Returning Officer disqualified one of the candidates seeking the position of president), it was decided that a "major overhaul" of the constitution would have to be performed by the Constitution and Electoral Rules Committee.

The decision by the S.G.A. to re-evaluate the nature of its relationship with N.U.S. and O.F.S. provoked some lively discussion among councillors. Because it had incurred a \$14,000 deficit last year, the

O.F.S. recently announced that it would have to raise its fees \$2.50 per student up to \$4.00. The O.F.S. has given its membership-universities until Sept. 30, 1981 to approve the increase. Several members of council wondered whether the amount of services offered by the O.F.S. warranted the over 150% increase in fees. N.U.S. also came under some criticism when S.G.A. president, Ron McKay, noted that the level of services being provided was not up to expectations. McKay wants to ascertain the degree to which the services offered by N.U.S. and those offered by the O.F.S. overlap.

cont'd from page 9

embre, received a bye to the final where she was upset by Julie Cadeau 6-2, 6-3. Cadeau was able to overpower Essi-embre as Lise was reportedly feeling "under the weather".

Furthermore, the women's doubles were a bit of a joke as there were only two entries (at least they showed up). Essi-embre teamed with Carole "Skinny" Boyd to win her second championship of the day by upsetting defending champs Julie Cadeau and Diana Smith 6-0, 6-4 in a well played match.

After all the gold medals had been handed out to the champs, convenor Steve Smith was able to reflect upon the tournament. He was disappointed by the large number of defaults caused by no-shows but pleased by the good weather, high calibre of play and that the tourney went smoothly. Jorn Petersen was happy because he had three gold medals. But for other fine players such as Mike Alderdice, Keith Phillips and Ian Davies, they could only look forward to next year. Same time next year, right Jorn?

ME?



BREAK INTO A BANK?

Like many other recent graduates, you may never have considered a career with Bank

of Montreal. You may think that banking hasn't changed (or hasn't had to) since your grandfather was your age. You feel that the skills you've acquired in college or university wouldn't be needed, or used, in a career with Bank of Montreal.

Part of the reason we've written this ad is to tell you that those all too common beliefs just aren't true any more. The fact is, Bank of Montreal has become the leader in an innovative

movement that's seen Canadian banking change more in the past ten years than it has in the past fifty. For instance, our recent 1-2-3-4 Cheque Cashing Service and Dream Draw are indicative of a new "product management" approach to marketing bank services. Loan services such as our "Energy Saver" loans are now targeted more specifically to markets. Technological advances in on-line banking and computerized systems, together with our decision to back Master Charge and the gratification of seeing it increase dramatically in market share, add

to the satisfaction of working for us. Even Instabank 724 wouldn't have been thought possible a decade ago.

At the Bank of Montreal we feel justified in telling you that a career with us would be a chance to get in on the ground floor of a dynamic business that just might go farther and faster than any other in the next few years.

We need special people to keep us in front. "Special" means people who can effectively manage and motivate others and who are always perceptive and responsive to our customers' needs.

We have well over 1200 branches in Canada (and more around the world). A career path within our branch system provides a continual challenge and a comprehensive grounding in business and people management.



And a strong branch management background may also lead you to specialized opportunities in corporate financing, E.D.P., international loans and a host of activities at the heart of the business world.

The only common denominators with people who work at Bank of Montreal these days are the characteristics that never go out of date: talent, ambition and determination.

Maybe you haven't thought about a career with the Bank of Montreal. But we hope we've got you thinking. And you're never going to know just how right breaking into a bank can be unless you ask. Just contact your campus placement office for more details, or write directly to Greg Wells, Recruitment Co-ordinator, Bank of Montreal, First Canadian Place, P.O. Box 4, Toronto, Ontario, M5X 1C6.

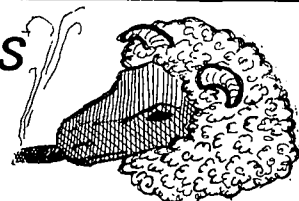
 The First Canadian Bank
Bank of Montreal



**We'll Be On Campus
For Interviews
Nov. 14 and 15, 1979**

To find out more, contact your Campus Placement Office

STROKERS BOX



-by the RAMM'S

Allo! Once again the RAMM'S are back in action with the latest and greatest from that big ol' house on the hill.

Welcome back Strokero! (Barnacle Bill, Kiss me Werner, the Flying Pickle, Red Senior, Bucky, Godddamn, Grogan Moreau Mouse, Tripper, Gus Lambikin, Rolly, Longjohnnari, Spots, Lupien, Lou, M.H., M.c. Highway). A special welcome goes to this year's Frosh (Lisa's "little" brother, Sky, Jeannot, Picklette, Louise the Jock, 1st Brown's own "Red" Junior, Bart, Dan, Big Pete, Louis, Cuddly Claude, Foggy, Bobby K. and you too Chubby).

This year's Frosh Week will hold fond memories for all: pancake and spaghetti pig-outs, followed by numerous U. of S. style discos, doffee houses and of course our annual Trek. Special early morning calisthenics kept our Frosh bright-eyed and bushy tailed for their eventful initiation night.

The Coulson and Frontenac Hotels provided excellent learning institutions for the Strokettes on Animal Night. Sudbury will remember for years to come 52 inebriated girls dancing and parading about Sudbury's finest drinking establishments. The bus ride home was colourful and quite odorous. (Right Debbie? Right Janet?). Special thanks to all the guys for providing such great after-hour entertainment. A note of warning though, Strokero! This being an upstanding moral Catholic institution, after-hour guests of the opposite sex are not allowed. However, provisions have not been made for entertaining guests of the same sex in the wee hours of the morning. Tsk. Tsk.

SPECIAL STROKERS FLASH! The kitchen has gone through major renovations...Although the size of the kitchen has decreased, so has the temperature--by at least 7°F, and for you metric fanatics - 13.8°C.

We would like to add a note of congratulations to those who made U. of S. history by raiding six male floors in one death defying "stroke" without being caught. (Moral of the story - He who sleep like log get sticky toes in morning.)

Although most of you Strokero have been hibernating this past week, don't forget to buy your tickets for the U. of S. Bierfest coming up October 13. Other upcoming events include the Pre-Bierfest Party, October 12, the opening of the Social Centre and much, much more.

Until next time Strokero...Happy Thanksgiving and remember the saying of the week: "Nobody can do it like the STROKERS can!" (bis).

THE BEST EVER FACULTY MARATHON

by Apocrypha
and Zugswang

Rumours are circulating somewhere between the 9th and 11th floors (no one is, in fact, sure where the President is) that senior management is planning a fund-raising campaign. The planning, which has been going on for a little over two years now, has been confused due to lack of agreement amongst the Best advisors as to the nature of the opening drive.

It is rumoured that the President feels the campaign should be launched via a spectacular marathon for all faculty over age 40 years, although it is also rumoured that younger faculty, if in poor health, may be allowed to enter. The prizes for the first three survivors, it is rumoured, will be a reduced teaching load and tenure for life. However, it seems the President is having trouble in getting agreement on the distribution of entrance fees. He apparently would like each entrant to sign over all pension funds and life insurance policies to the budget committee (All advisors agree on this principle).

However the distribution of proceeds, it seems, is being vigorously argued. The Registrar and his many assistants want half of the proceeds to purchase a new computer. The management of the Centre for Continuing Education, on the other hand, want half the money to buy a second hand DC10 in which to ferry surviving faculty to (and possibly from) outside centres. At the same time, representatives from U. of S. are lobbying for funds to erect a new chapel and crypt in which the remains of those who expire during the gruelling

marathon (see below) could be housed and honoured.

The course for this spectacular marathon - to be billed as the Best Ever - would commence with a high dive from the 11th floor into a barrel of Northern Ale to be placed at the foot of the flag pole (half mast) in VIP Square (the President's suggestion). Face masks, snorkels and flippers are allowed (but no parachutes). Then the race would be underway to the north shore of Kelly Lake via Killers

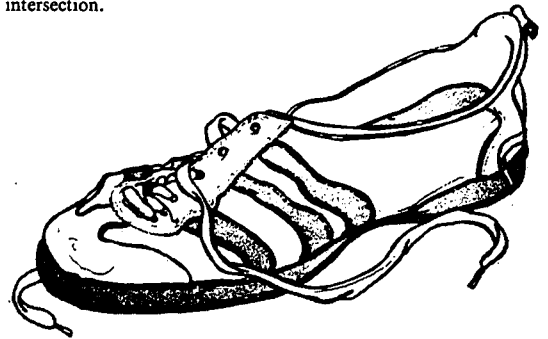
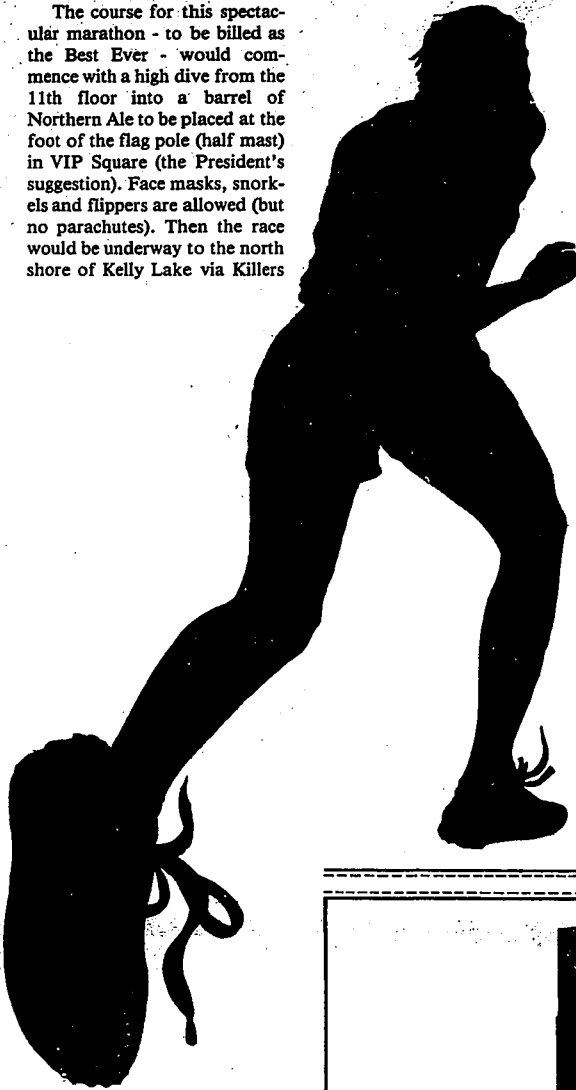
Crossing at Lorne and Regent.

After swimming the lake, the participants would then be allowed to remove their flippers, etc. and would head south along the northbound lane of the by-pass. Apparently there is no agreement as to the direction of the course or nature of the obstacles beyond the intersection of Long Lake Rd. and the by-pass. One Vice President and one Dean have suggested that, at this point, each survivor should be required to swallow his/her last year's lecture notes in the middle of the intersection (with the traffic lights on green).

The President and the Registrar's staff, however, insist that at this point each survivor should dig a 7 ft. long by 2 ft. wide by 6 ft. deep (who needs metric) hole in the vacant plot at the south east corner of the intersection.

Representatives of U. of S., on the other hand, feel it would be more entertaining if each survivor were to turn east at this point and drag an 8 ft. by 12 ft. cross of Lebanese cedar and three railway spikes back through town to U. of S.

It is rumoured that, because of lack of agreement as to the disbursement of proceeds and in deciding on the latter portion of the course, the President is likely to take matters in hand and make the final decisions himself. If such were to happen, it is likely the whole event would flop (e.g. Long Term Planning and The 79-80 Budget?). We urge all our readers therefore to send their suggestions to the President's office (only those which relate directly to the planned marathon will be received) so he will know exactly what to ignore again this time.



Scientific slip-up over supersonic woodpecker

SAN FRANCISCO [ZNS] -- The editors of Chemical and Engineering News -- usually known for their unerring mathematical prowess -- are probably a bit red-faced after equating the speed of a woodpecker with that of a Concorde jet.

It seems that they made a slight error in their arithmetic when they recently tried to compute the force exerted by a woodpecker as its beak strikes a tree.

They had reported that the hard-headed bird struck the tree

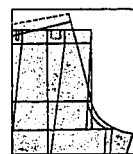
at a rather impressive impact velocity of 1,300 miles an hour.

Engineering readers of the magazine became suspicious when they realized that 1,300 miles per hour is twice the speed of sound; this would require the woodpecker's little head to break the sound barrier twice as it bounced back and forth against a tree.

It turns out the true impact was 13 miles an hour, not 1,300. The research was all part of experiments into what causes whiplash injuries.



We Cut Corners



When cutting the pieces to make a pair of pants, straight lines are easier than curves. They also use less fabric. Some larger firms cut pants that way. With tens of millions of pairs a year, those savings add up.

But they don't add up to Howick. Our pants fit better because of all the slow, gentle curves in our patterns.

Howick's not a clothing giant, so you won't find our pants on every corner.

But then, you won't find those corners on our pants.



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NOTICE - The Vice-President Administration, Mr. T. L. Hennessy, has notified the S.G.A. that all posters and bulletins (i.e. for social events or notices of memberships) must be **only** posted on **bulletin boards**. Therefore, each organization when posting notices is **now** forewarned that all posters not posted on bulletin boards will be removed. Posters are prohibited in classrooms, on walls, painted surfaces, and glass surfaces. Posters are off-limits in the Great Hall except during elections and special events.

MINI-BOLSHOI
October 12, 7:30 p.m.
at the Fraser Auditorium, Laurentian University.

The great name Bolshoi conjures up magic in the dance world. Now at last -- a Bolshoi company to play the smaller centres and theatres of Canada.

Fourteen dancers combine to present an enchanting evening of the greatest classical ballet to

O.K. YOU'VE HEARD IT...

The Great Laurentian joke contest has had a response. This week's winning jokes:

What were Henry Best's three best years? Answer: Grade Five.

From a faculty member who wishes to remain redundant we received the following. "They are selling a Henry Best doll. You just wind it up and it laughs you right out of a job."

More from our mail bag next week. Will the contributors of the above drop in for their prize - a framed portrait of Henry Best.

Sharon's Typing Service
call
674-1517

S.G.A. Presents
SHOOTER
Thursday, October 11th
9 a.m. - 1 p.m.
Admission - \$2.00
Great Hall
Advance Tickets Available in the SGA Office



SPEED READING

\$45

[With the co-operation of S.G.A.]

\$45 includes:
all books
all materials
1 class weekly for 8 weeks
classes are 1½ - 2 hours in length
tax deductible

CLASSES START:
Thurs., Oct. 11, 1979

Class 1 - 5:00 p.m.

Class 2 - 7:00 p.m.

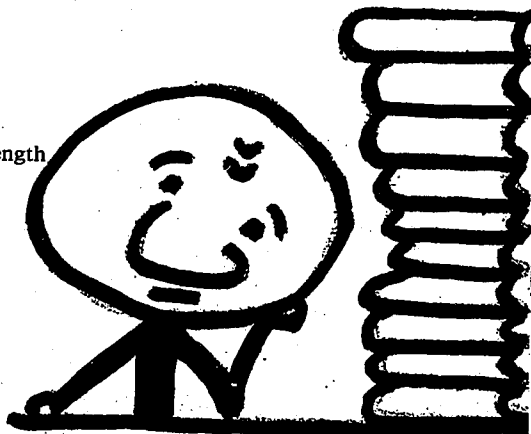
Room F-217 Fraser Bldg.

**REGISTER EARLY
TO GUARANTEE A SEAT**

WEDNESDAY, OCTOBER 3
GREAT HALL FOYER

9:00 - 5:00

MEM Communications Services



etcetera etcetera

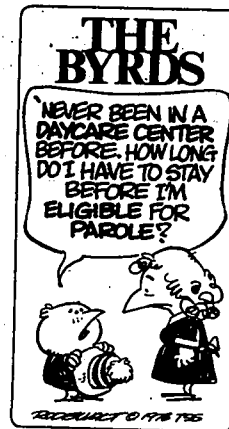
be seen in the 70's.

The company features dancers from the Bolshoi Theatre as well as star performers of the Kirov and Moiseyev companies. The repertoire will include solos, pas-de-deux and groups.

There can be nothing truly "mini" about a "Bolshoi" company. The word Bolshoi in Russian means "Big", but in any language of the world, Bolshoi also means "best".

This performance is a Spectrum '79 event.

Tickets are \$8.00 for adults and \$6.00 for students. They are available at Sears, Eaton's A & A Records, A-1 Cleaners (Plaza 69), Laurentian University Bookstore and at the Laurentian University Museum and Arts Centre.



S.G.A./A.G.E. NOTICES

1. The Following Appointed Positions in the S.G.A./A.G.E. are now open for applicants:

**RECORDING SECRETARY
CHIEF RETURNING OFFICER
TREASURER TRAINEE
HEAD OF SECURITY**

These positions need to be filled immediately. ALL OF THESE POSITIONS RECEIVE HONORARIUMS. ALL APPLICANTS - PLEASE ENQUIRE AT THE S.G.A./A.G.E. OFFICE.

2. THE S.G.A./A.G.E. BY-ELECTIONS are set for November 7th and 8th. THE POSITIONS OPEN FOR ELECTION ARE:

**VICE-PRESIDENT SOCIAL
VICE-PRESIDENT ADMINISTRATION**

3. All Colleges and Councils should have already selected their S.G.A./A.G.E. representatives. Next week a list of the S.G.A./A.G.E. Council positions vacant will be listed

LAMBDA PUBLICATIONS: WHO AND WHAT WE ARE

LAMBDA PUBLICATIONS is the student-operated newspaper at Laurentian University in Sudbury, Ontario. While partially funded by the Students' General Association, **LAMBDA** is autonomous from other University organizations, both student and administration. **LAMBDA** is published weekly each Thursday during the academic year, save holidays. 3,000 copies are printed and distributed on the Laurentian campus.

LAMBDA PUBLICATIONS is a member of the Canadian University Press. As such, it is democratically controlled by the staff (listed below). Staff meetings are held every Thursday afternoon at 5:00 p.m. in the **LAMBDA** office, Room G-1 Student Street. Membership in **LAMBDA PUBLICATIONS** is open to all members of the "Laurentian University community" and is contingent upon three published contributions during the publication year.

The opinions expressed in the copy of this journal are not necessarily the opinion of **LAMBDA PUBLICATIONS**. Letters and submissions must be double-spaced and should be typed. Author anonymity is available but all submissions must be signed and addressed. Letters over 250 words in length may be edited. Deadlines for all external submissions and advertising are the Friday before the Thursday of publication. Submissions made personally to the **LAMBDA** office may be accepted up until 5:00 p.m. on the Monday prior to the Thursday of publication.

Advertising and other inquiries should be addressed to **LAMBDA PUBLICATIONS**, Laurentian University, Sudbury, Ontario, P3E 2C6, Phone 675-1151 ext. 653.

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